GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2459
ANSWERED ON:11.03.2016
Advertisement Broadcasting Limit
Chandumajra Shri Prem Singh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has received any representations from News Broadcasting Association regarding extension of advertisement broadcasting limit to 12 minutes and increased fee for carriage;

(b) if so, the details and the objections raised by the broadcasters; and

(c) the response of the Government thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) to (c): The Ministry has received several representations from News Broadcasting Association (NBA) wherein they have opposed Rule 7(11) of the Cable Networks Rule 1994. Rule 7(11) of the Cable Networks Rule 1994 stipulates that no programmes shall carry advertisements exceeding 12 minutes per hour which may include up to 10 minutes per hour of commercial advertisements and up to 2 minutes per hour of channels self-promotional programmes. Telecom Regulatory Authority of India (TRAI) has also stipulated in its Regulations a Cap on advertisements to be carried in a clock hour in TV programmes. These Regulations are presently subjudice in the Hon'ble High Court of Delhi.
Clause 3(12) of "The Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012" issued by TRAI on 30th April, 2012, deals with the issue of carriage fee. The text of the Regulation is available on www.trai.gov.in. On this issue, NBA had given representation in November, 2014. Policy matters including regulatory policy of TRAI, are a dynamic process that are reviewed from time to time as per requirement.
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